

Prophet


BRAND RELEVANCE INDEX[®]



The most relevant brands
in Germany

2017

CN DE UK US

The image features a dark background with several decorative teal elements. A large, thin teal arc curves from the top center down towards the bottom right. A smaller teal arc with an arrowhead points from the top left towards the center. A teal line starts from a dotted teal circle on the left, loops around the text, and ends near the top center. The text 'RELEVANCE = GROWTH' is centered in the middle of the image.

RELEVANCE
= GROWTH

The strongest brands are the ones that are relentlessly relevant and making a difference in consumers' lives.

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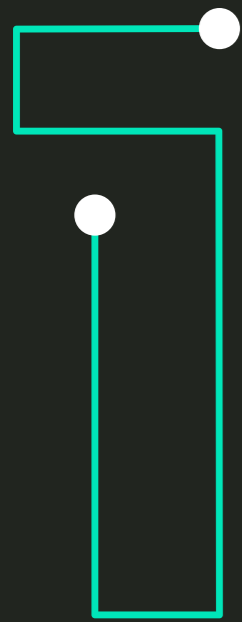
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THE TOP 50 BRANDS

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WHAT DOES IT TAKE TO BE RELENTLESSLY RELEVANT?

We measure across the following 4 brand principles:



CUSTOMER OBSESSED

Brands we can't imagine living without

Everything these brands invest in, create and bring to market is designed to meet important needs in peoples' lives.



RUTHLESSLY PRAGMATIC

Brands we depend on

These brands make sure their products are available where and when customers need them, deliver consistent experiences, and simply make life easier for their customers.



DISTINCTIVELY INSPIRED

Brands that inspire us

These brands make emotional connections, earn trust and often exist to fulfill a larger purpose.



PERVASIVELY INNOVATIVE

Brands that consistently innovate

These brands don't rest on their laurels. Even as industry leaders – they push the status quo, engage with customers in new and creative ways, and find new ways to address unmet needs.

IN GERMANY WE SURVEYED

11,500

PEOPLE, ACROSS **250** UNIQUE BRANDS, IN **25** CATEGORIES.



01 APPLE

Relevance all-star

Apple rises to No. 1 this year, pushing Amazon aside. Despite being faced with a challenging market of declining smartphone sales and oversaturation of mobile devices, Apple continues to overpower its rivals. While it also ranks No. 1 in the U.S. and the UK, Apple does even better in Germany, coming out top in three of our four principles of relevance.

4 BRAND PRINCIPLES:

CUSTOMER OBSESSED

RUTHLESSLY PRAGMATIC

DISTINCTIVELY INSPIRED

PERVASIVELY INNOVATIVE



02 AMAZON

The power of pragmatism

Germans are crazy for Amazon. We make up its biggest market outside of the U.S. with about 10 percent of annual sales. The brand ranks No. 1 for pragmatism, being “available when and where I need it” and “delivers a consistent experience.” Amazon is always reinventing itself through technological innovations, including the launch of robots in logistic centers and their new food delivery system, Amazon Fresh.

4 BRAND PRINCIPLES:

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03 GOOGLE

Indispensable intelligence

Between its fast searches, powerful algorithms and useful maps, it's no surprise that consumers rank Google No. 1 for "I can't imagine living without." But they also prize its innovation as it expands helpfulness in new ways with Google Glass and Google Home hands-free smart speaker.

4 BRAND PRINCIPLES:

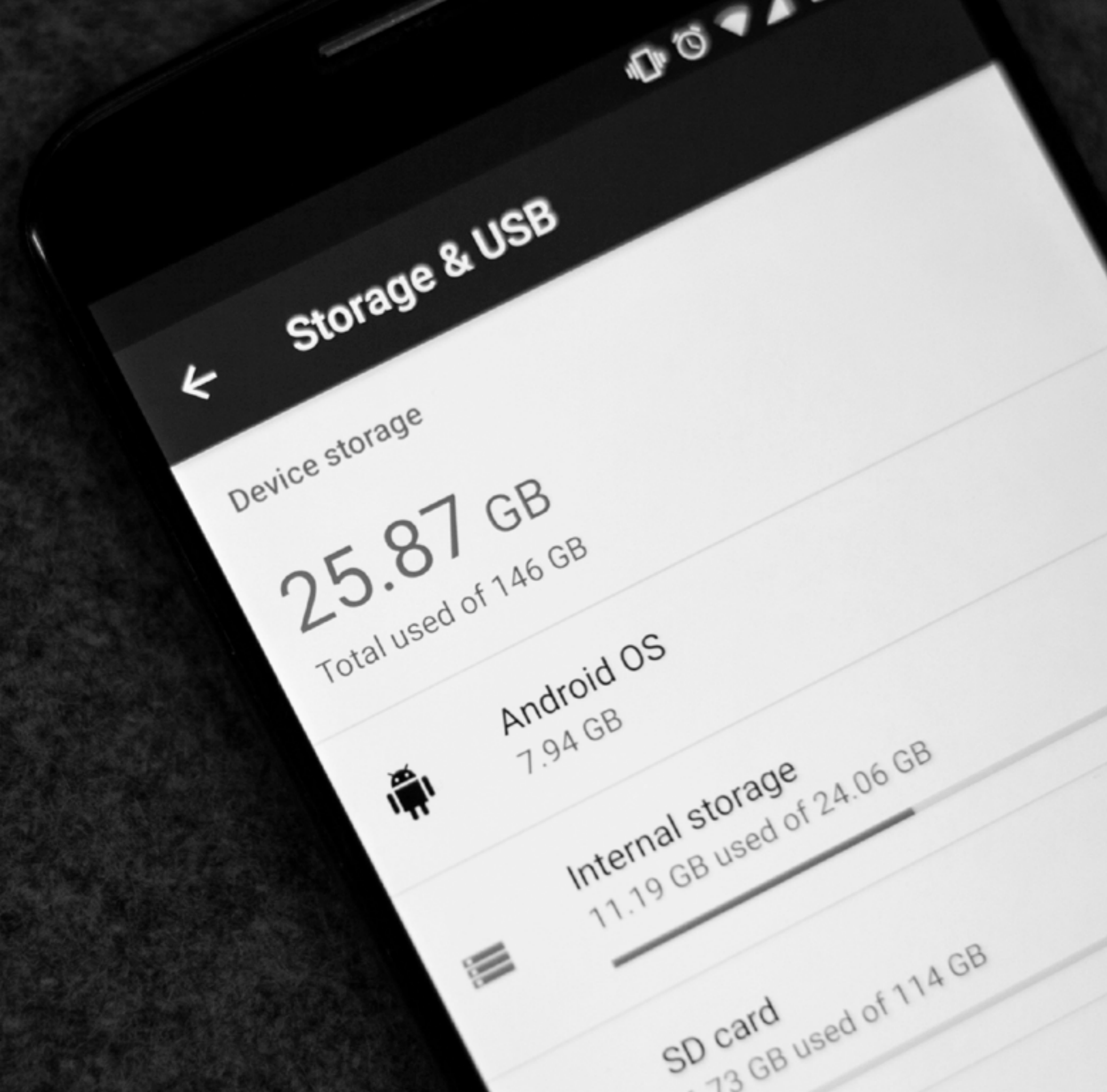
CUSTOMER OBSESSED

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04 ANDROID

Easy-to-use devices

The only brand new to the Top 50 this year, Android vaults to the top of the list because of its high scores for pragmatism, especially for “makes my life easier.” With Android devices surpassing 2 billion, including phones, watches, cars, TVs and Chromebooks, the little green guy is increasingly speaking the consumer's language; Google Assistant, for instance, is now proud to speak German too.

- 4 BRAND PRINCIPLES:
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 - PERVASIVELY INNOVATIVE

05 LEGO

Bricks for believers

Not only do these beloved bricks get the highest score for “connects with me emotionally,” LEGO tops the “has a purpose I believe in” charts. That purpose, of course, is to unleash the creativity that lives inside all of us. The company is also intensifying its role as a champion of children by providing toys for Syrian refugees, deepening its commitment to the environment, and stepping up efforts to keep kids safe in the realm of digital play.

4 BRAND PRINCIPLES:

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06 SPOTIFY

Happy tunes

Music sales in Germany have been booming for the last four years, powered by the strength of streaming services. And that passion is reflected in Spotify's scores. Of all the brands we measure, it ranks first in "makes me happy."

4 BRAND PRINCIPLES:

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PERVASIVELY INNOVATIVE

07 PLAYSTATION

Gamer-obsessed technology

Germany is Europe's biggest gaming market, with 34 million people playing regularly. The appeal is diverse – the average gamer is 35 and 47 percent of them are women – but what PlayStation also enjoys is a bond with fans that few brands can match, ranking No. 2 in "customer obsession," "makes me happy" as well as "finding new ways to meet my needs."

4 BRAND PRINCIPLES:

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08 MIELE

Bye-bye dust bunnies

This maker of high-end appliances rates No. 1 on both “I know I can depend on it” and “I trust.” Miele is perceived as having better products in the market than its competitors and is well-appreciated for constantly pushing boundaries with its appliances, from adding electromagnetic waves to Wi-Fi ovens to robot vacuums that navigate floors and obstacles with stereo vision. Having recently launched their online store, it will be exciting to see how Miele translates their premium offline shopping experience to the digital world.

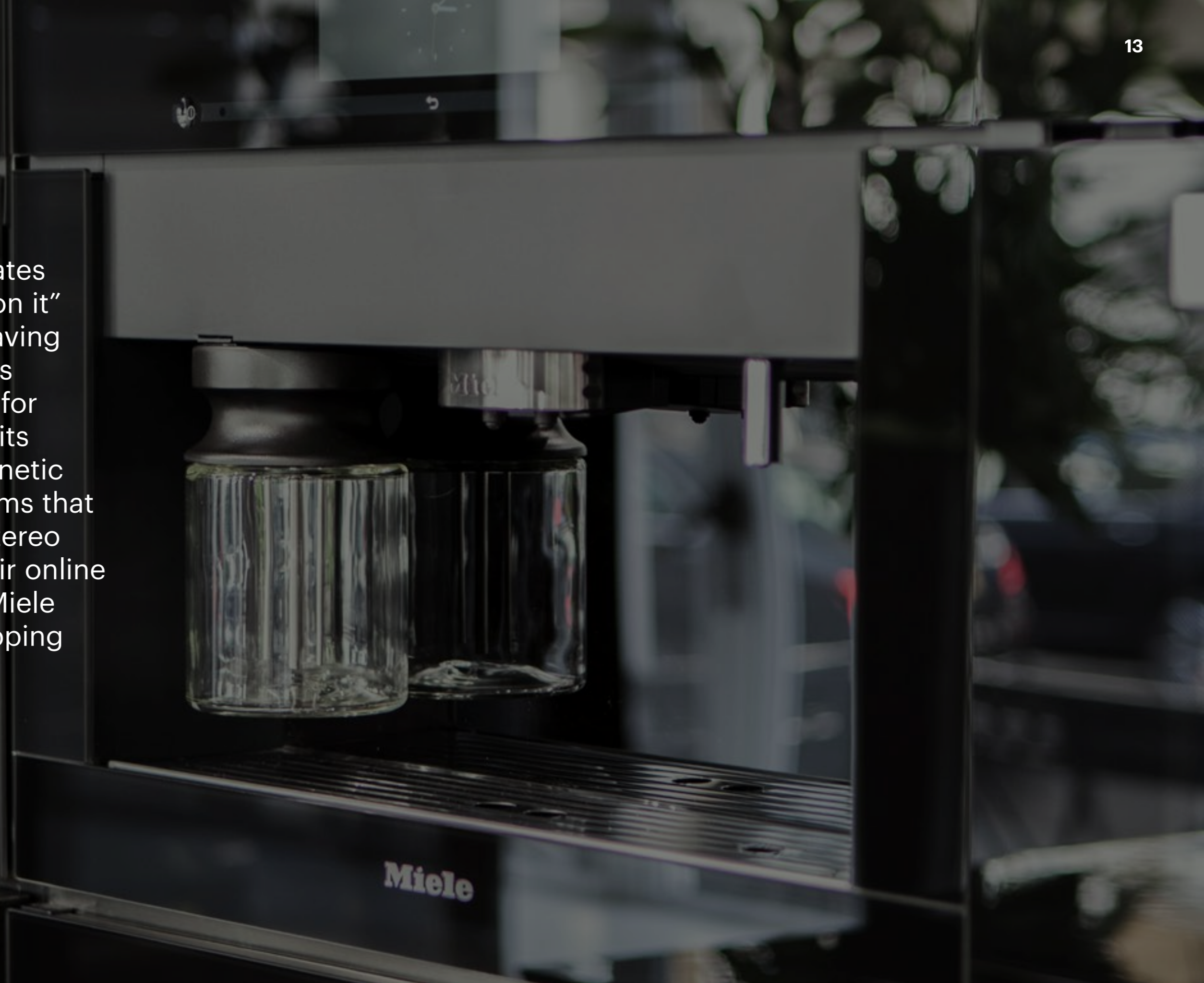
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09 PAYPAL

Money, right where you need it

Making life easier for its customers is what PayPal does best. A pragmatic approach and constant availability make it a relevance champion – 9 out of 10 retailers offer the possibility to transact payments by PayPal. Whether it's making loans to small businesses or forming a partnership with Visa to issue debit cards throughout Europe, PayPal is always looking for new ways to help customers manage their money.

4 BRAND PRINCIPLES:

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10 WHATSAPP

Quick connections

More than 1 billion people around the world use this messaging app every single day and users love it for being “available when and where I need it.” Some 55 percent of Germans rely on it, the second-highest country in the world with only Malaysia topping it. WhatsApp is strongly anchored in people's minds. And with its latest product, WhatsApp Business, the brand has made inroads into expanding its services by targeting new user groups.

4 BRAND PRINCIPLES:

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11 NIKE

Sport that inspires

Nike devotees say they find the brand both dependable and modern, and it shows in their sales with high-performance apparel selling as briskly as its shoes. Sponsorships – whether with football teams, or athletic royalty – inspire people, of course, but what Nike does best is making athleticism more personal through its Nike+ community.

4 BRAND PRINCIPLES:

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12 SAMSUNG

Bring it on, Bixby

Given Germany's passion for superior design, it's no surprise that it's one of Samsung's top-five markets. Fans love Samsung's mobile phones, of course, but it is also a leader in TVs and side-by-side refrigerators. Proving its strength for innovation, consumers wait with bated breath for the introduction of Bixby, a personal digital assistant for phones. Among his tricks? Providing information about items it sees through the camera lens and more elaborate voice controls than competitors.

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13 ORAL-B

Mouth-to-mouth meaning

Oral hygiene may not be the most glamorous category but it is tremendously important to consumers. This Procter & Gamble-owned brand pulls off a relevancy feat that not many can muster, scoring highly on key questions within three of our four principles. Those include “meets an important need in my life;” “I know I can depend on it” and “I trust.”

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14 ADIDAS

Bending the rules

While sales for this local hero are making big gains in the U.S. and China, it's also been racking up double-digit growth here at home, gaining 19 percent in Western Europe in its most recent quarter. Although the company has long been revered for dependable products and commitment to sport, its highest scores are in pushing the status quo. It stokes that rebel image by collaborating with personalities like Kanye West and Pharrell Williams.

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15 NETFLIX

Our highest flier

In a market with continuously declining DVD purchases and high popularity of streaming services, people give Netflix high marks for being “modern and in-touch,” and say it has better offerings than its competitors. The No. 1 show here? A country with rising levels of political engagement? The ultra-cynical *House of Cards*.

4 BRAND PRINCIPLES:

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16 BOSCH

Help around the house

From power tools to household goods, people consider Bosch a brand that is dependable, trustworthy and makes their lives easier. They appreciate its innovations too. Those include high-tech laundry devices that scan stains on clothing and then send that information to the washer about how to treat it. And a new fridge that uses built-in cameras to give advice about the best place to store things for optimum freshness.



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17 NINTENDO

Switch and smile

Nintendo connects with people on an emotional level and isn't afraid to spread a little joy. And what's not to smile about? *Nintendo Switch* is its most successful launch ever in Europe, as is *The Legend of Zelda: Breath of the Wild*. Nintendo 3DS is still popular and sales of *Pokémon Sun* and *Pokémon Moon* are also climbing.

4 BRAND PRINCIPLES:

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18 NIVEA

Skincare solutions

Founded in the 1880s, this old-school name is seen as dependable and trustworthy, and while it is occasionally eclipsed by trendier brands, it keeps on chugging, gaining sales in its homeland. Clever tie-ins with Amazon show that the brand is not so out of touch after all, finding savvy ways of connecting with - and selling to - consumers.

4 BRAND PRINCIPLES:

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PERVASIVELY INNOVATIVE

19 RAVENSBURGER

Building better brain teasers

It's not just the nostalgic factor that makes people feel so close to this children's brand, people love the way it innovates and inspires. Ravensburger keeps finding new ways to amuse families, whether it be its vast collection of educational games or its 3D puzzle buildings. Got 600 spare hours? This year, it topped its own record for the largest puzzle, with a 40,000-plus piece Disney extravaganza.

4 BRAND PRINCIPLES:

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20 BRAUN

State-of-the-art for stubble

Few brands represent Germany's modern industrial design prowess as well as Braun, and few products are as beloved as its electric shavers. Now a subsidiary of Procter & Gamble, Braun continues to reign among fans as dependable, trustworthy and pushing the status quo.

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21 BMW

The ultimate electricity machine?

While all major German car manufacturers land in the top ranks within their industry, BMW leads the pack. What people love best is the way it continually pushes the boundaries, including a new commitment to electric cars, promising 25 models by 2025. In the midst of diesel scandals this seems like a favourable position to be in.

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22 MAYBELLINE

Modern makeup

Consumers see this affordable cosmetics line as in-touch, and always striving to find new ways to surprise them. L2, the digital think tank, ranks it Germany's No. 1 beauty brand. Among its biggest hits? Parent L'Oréal says, German consumers are especially keen on Maybelline's shadow palettes (like this season's Graffiti Nudes) and its mood-altering lipsticks – from the boldest fuchsias to the more subdued pinks.

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23 L'ORÉAL

The digital difference

L'Oréal is seen as dependable, trustworthy and willing to push the envelope. In particular its luxury line, L'Oréal Luxe, which includes brands such as Armani and Lancôme, are creating a storm in the market. For this, digital plays a key role, with L'Oréal Luxe contributing almost a third of the country's market growth in recent years, driven by increases in e-commerce. Digital marketing campaigns have also been big hits and its cutting-edge loyalty app, L'Oréal Privee.

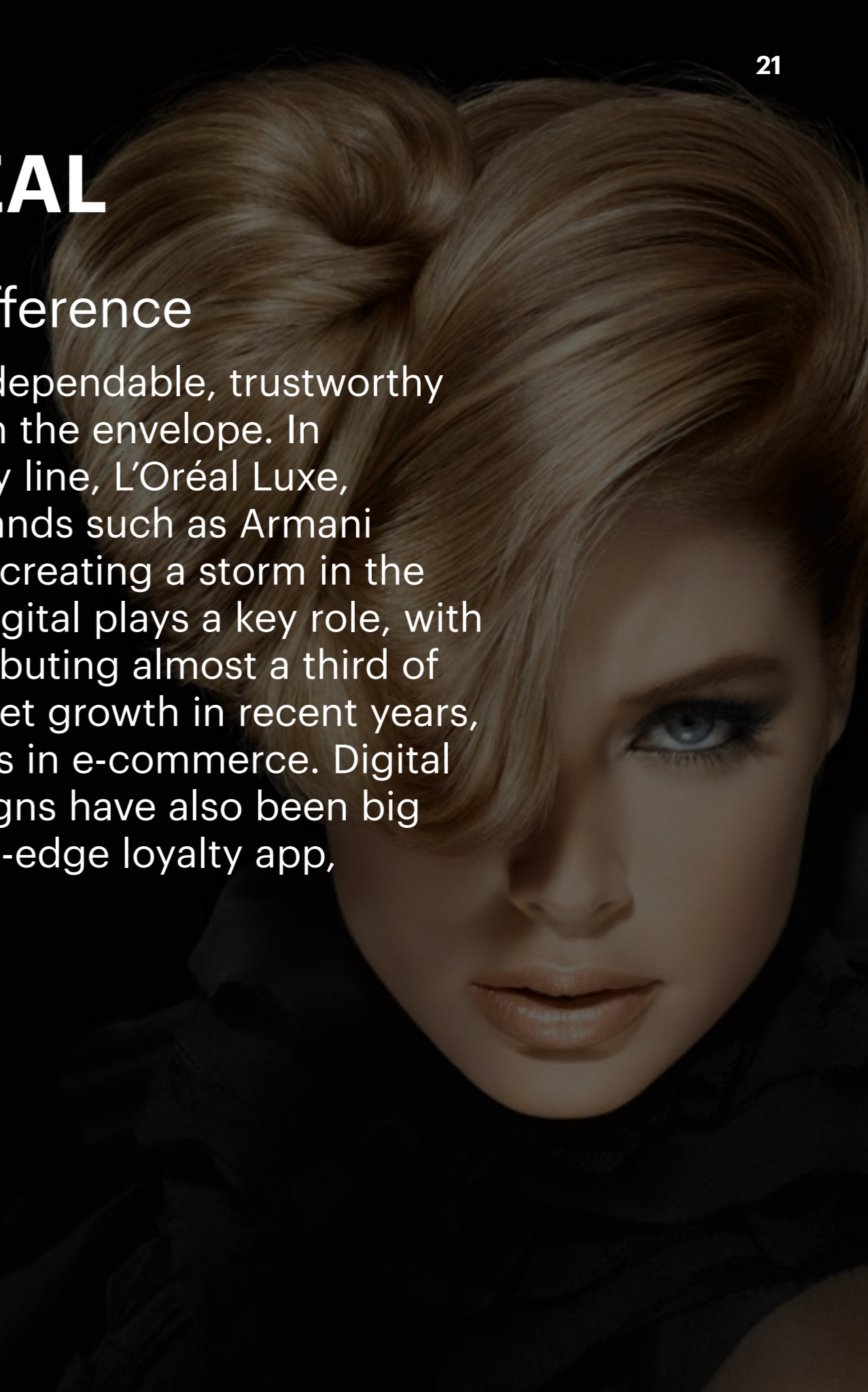
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24 PLAYMOBIL

The Klicky crowd

Since its inception decades ago, the German-based toy company has churned out three billion play figures – known as Klickies – that help children reimagine themselves in fantasy worlds. People rate it highly for trustworthiness and dependability. Whether the Klicky is a knight, a pirate, a princess or a ghostbuster, one thing is certain, it will always wear that signature smile.

- 4 BRAND PRINCIPLES:
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25 DISNEY

Imagineering and innovation

Be it during a theme park visit or while watching a Disney movie – the brand not only wants people to be entertained, but also feel special, as if they were part of a story. Yet Disney isn't just beloved because it makes people happy. With its toys, parks and entertainment products, Germans give it the highest marks for innovation, saying it keeps on surprising us.

- 4 BRAND PRINCIPLES:
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26 IKEA

No place like home

While IKEA is no newcomer to Germany, it's a fast riser in our Index with consumers appreciating that it delivers a consistent experience. They see it as modern and innovative too, always looking for ways to improve. Case in point? IKEA is kicking off a massive remodeling program to save energy and the first of the new stores is slated for Germany.

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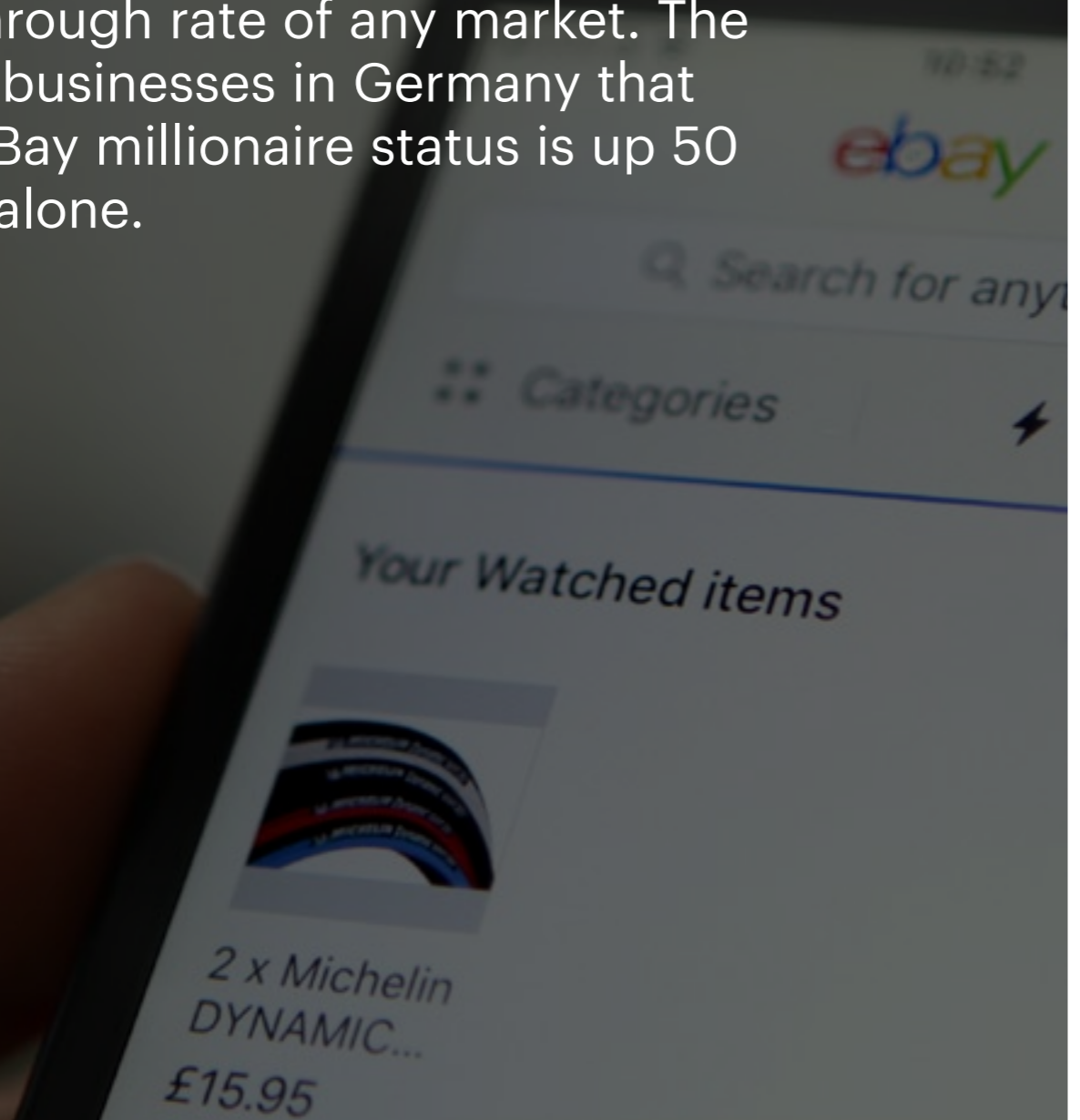


27 EBAY

A marketplace for millionaires

For people who love to shop, eBay has always been a great game. Whether bidding for a set of baroque cocktail forks or getting a sweet deal on a new GPS, Germans are especially avid with the highest sell-through rate of any market. The number of online businesses in Germany that have made it to eBay millionaire status is up 50 percent this year alone.

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28 JACK WOLFSKIN

Star in your own story

This German company trades on the outdoorsy spirit of adventure, with parkas and footwear that are as cozy as they are rugged. Its real resonance likely comes from the premium it puts on experience. The “Pay with your story” #gobackpack program lets customers make a travel video using their purchases and earn their money back.

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29 WELEDA

Salad for your skin

For many of the world's consumers, organic and all-natural beauty products are just a Millennial fad but for fans of Weleda, that devotion to purity dates back almost 100 years. Skin Food, one of its oldest and best-selling products, has a cult-like following who swear by its almond oil, chamomile, calendula and wild pansy. It harvests all its botanicals sustainably, a mission many consumers say they share.



4 BRAND PRINCIPLES:

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30 DM

Where humanity shops

DM isn't just one of Germany's largest drugstores, it's also seen as a modern, inspiring place to shop. Fans say they love the premise that it exists for employees, customers and vendors alike. The cosmetics and drug chain, with a strong focus on health and wellness, has just begun expanding outside of Europe.



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31 SIEMENS

The connected home

This company may be old but consumers see it as modern and up-to-date, clamouring for its smart appliances. Many of them are controlled by its HomeConnect app, including ovens that heat up fast and integrate steam (which keeps food moist inside and crispy out). What's more, it has invented a handy trick for washers called SensoFresh, extracting odours from fabrics that aren't washable.

4 BRAND PRINCIPLES:

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32 YOUTUBE

Video that matters

While YouTube built its strength on music and wacky pet videos, it has become the sleeping giant of the streaming world. Whether it is broadcasting live sporting events or having its well-known personalities interview Chancellor Angela Merkel (and her opponents), YouTube has grown up into a source for videos that make a difference. Best of all, it's mobile, with people giving it top marks for being available when and where they want it.

4 BRAND PRINCIPLES:

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2,665,124,100 views

11,418,408 1,611,574

33 CANON

Your best shot

Smartphones have made everyone an amateur photographer, but Canon continues to raise the bar for more serious shutterbugs with consumers saying it pushes the status quo. Canon incorporates must-have technology – like Wi-Fi and Bluetooth – for results once reserved for professionals. Its new Dual Pixel Autofocus keeps the object in front of the camera and in focus so even amateurs can take stunning, professional-looking images.

4 BRAND PRINCIPLES:

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34 DOVE

The inner-beauty booster

Dove has been on its kindness crusade for years now, hoping to make women feel good inside and out. And with its line of baby products, it's now extending that message to #RealMoms and #RealDads.

4 BRAND PRINCIPLES:

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35 INTEL

Computing's chip of choice

Intel may be the best reminder that delighted customers often know more about what they want than all the pundits combined. While experts often count Intel out, it's in our ranking because it means so much when people shop for computers. With sales of higher-end computers growing, Intel is hitting record revenues. People say it's a tech brand that still continues to push boundaries.

4 BRAND PRINCIPLES:

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36 MICROSOFT

Your ally at the office

Windows 10 powers a community of more than 400 million devices around the world. While PC sales have been declining continuously, demand for Windows-enabled products has grown as large businesses replace their older ones with Windows 10 devices. However, it's not all business, cultivating its sense of cool with products like the Surface Pro 4 Tablet, virtual assistant Cortana and HoloLens mixed-reality headsets.

4 BRAND PRINCIPLES:

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37 O.B.

Personal and dependable

No other women's personal care product made the Top 50 in any country we track. Could it be national pride? Maybe. The brand was invented in Germany in the 1950s. It ranks No. 2 (only Miele scores higher) in "I know I can depend on it."

4 BRAND PRINCIPLES:

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38 SONY

Inventive electronics

Despite turbulent times, Sony sales are strengthening in Europe. It's translating its quality standards across a remarkably wide span of products: TVs, cameras, tablets and whole-house sound experiences. Its new A1 OLED Bravia TV has critics drooling and it's re-sparking its innovation muscle. New items include paper electronic watches, self-flying drones and a digital scent dispenser called Aromatic – a lipstick-sized device, inventors say, is the "Walkman of Fragrances."

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39 VOLKSWAGEN

Diesel dilemma

Leaping into the Top 50 this year, Volkswagen continues to bounce back from the massive Diesel-gate scandal that clouded much of its recent history. Proving that consumers may not hold a grudge, it got passing scores for “I can depend on it.”

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40 LUFTHANSA

Trustworthy travel

Lufthansa is one of those brands that has become a national icon and a synonym for German value. People regard Lufthansa as both dependable and consistent. In recent years, the company has rebooted its inflight services, including a premium economy section, lie-flat beds in business class and guest chefs. Above all, people have great trust in the brand, pushing it to the very top of its category within our ranking.

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41 MERCEDES-BENZ

A star is reborn

While its iconic three-point star may make buyers in other markets swoon at its luxury offerings, German consumers aren't as easily impressed. Mercedes is regaining relevance here, with sales up 6 percent – and breaking sales records in the first half of the year – because its seen as better than its competitors whose sales are declining.

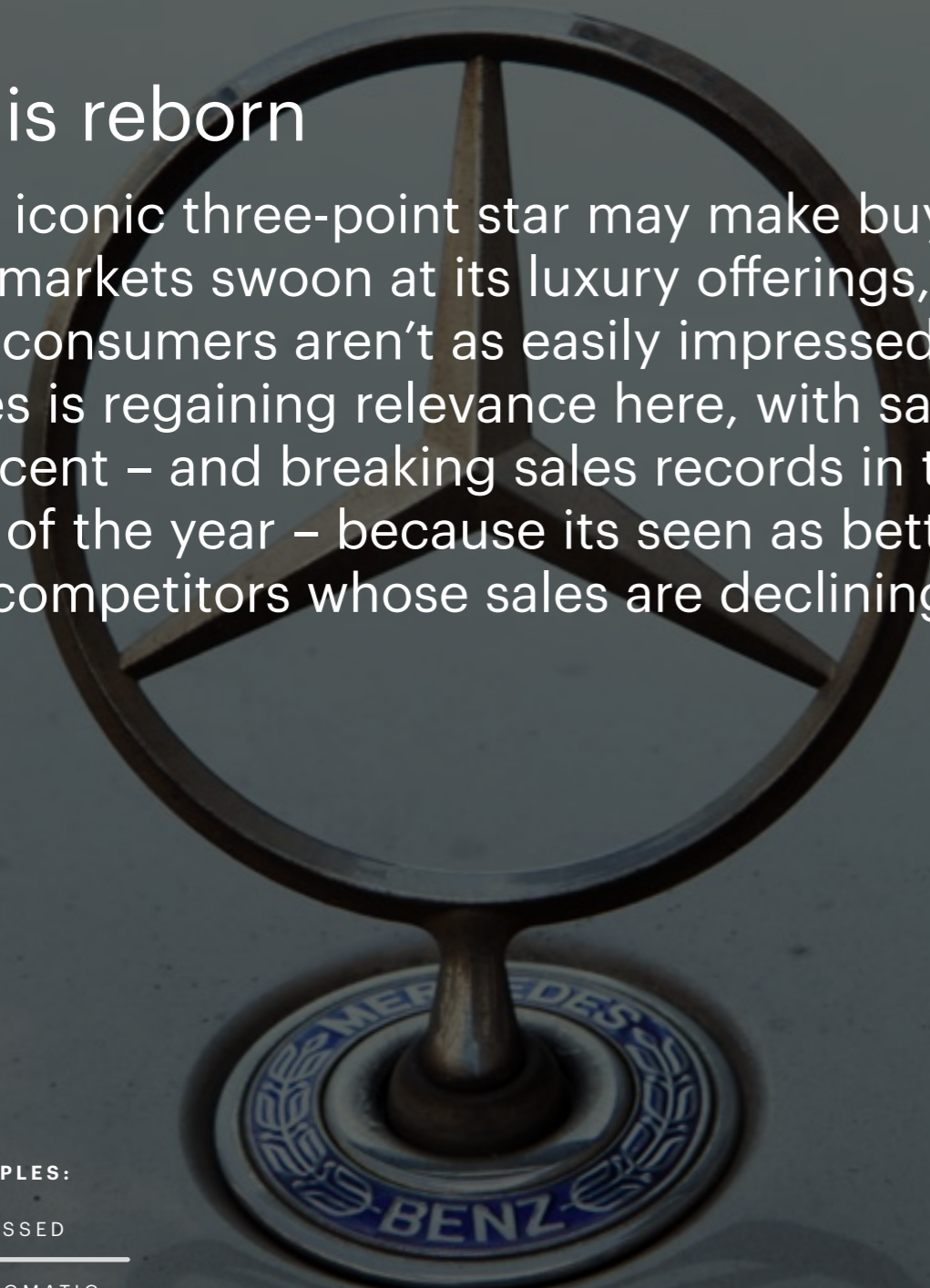
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42 PHILIPS

A healthier you

While the Dutch company's name may have been built on products like radios and lightbulbs, it's seen as modern, in-touch and pushing the status quo. It's getting plenty of attention as it keeps expanding its products beyond toothbrushes and razors. Philip's Personal Health Program includes a wearable ecosystem featuring a scale, thermometer, app and blood pressure monitor.

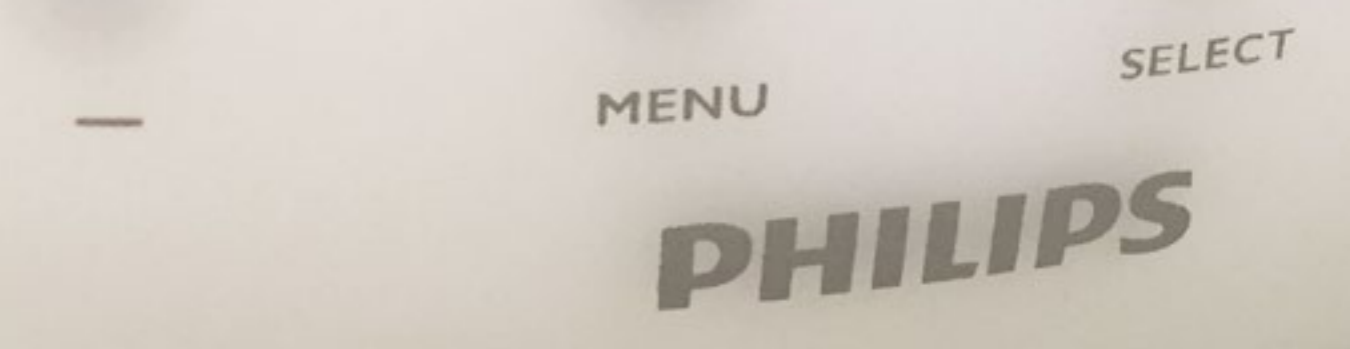
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43 KINDER

Never stops surprising

Kinder, by Ferrero, strikes a comforting compromise for a world full of chocolate lovers. It's delicious enough to answer any serious craving, but in child-sized packaging so it's not too indulgent. It's a brand that is inherently playful – there's a toy in every egg after all – it's no wonder it ranks in the Top 10 for "makes me happy."

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44 XBOX

A bigger game experience

In Germany's avid gaming culture PlayStation 4 dominates the console market, but Xbox fans are fiercely loyal to their system. Of course, they love the games, but they love the brand for the way it seamlessly integrates with Microsoft software and offers streaming services. They praise Xbox for being consistent, modern and pushing the limits of technology.

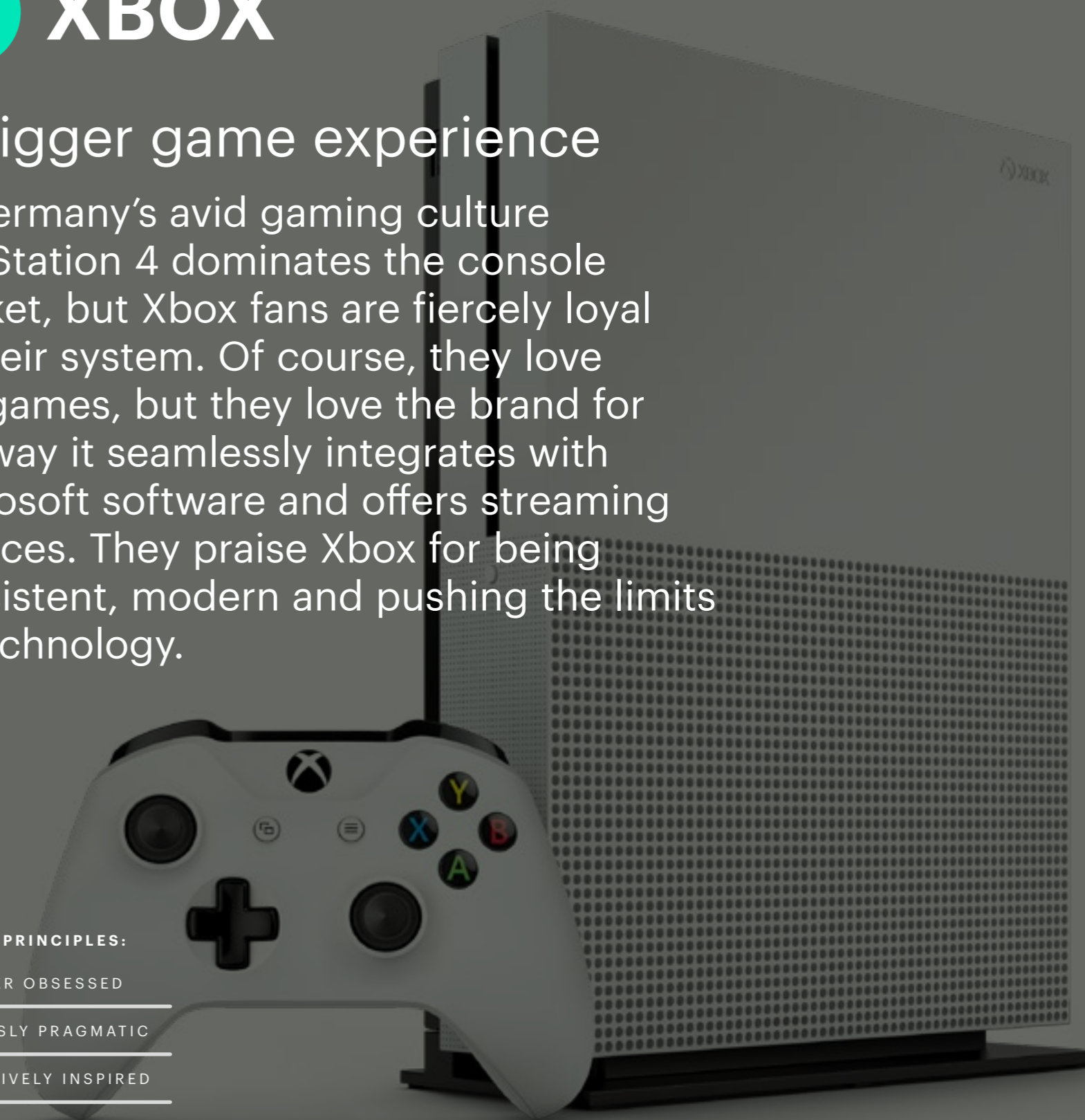
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45 THALIA

Good reads, modern delivery

With revenues estimated at more than 700 million Euros, this 280-unit book retailer straddles two worlds. On one hand, it's a warm local bookstore, with author readings, helpful clerks and a culture devoted to good books. On the other, it's a competitive online bookseller too, with compelling prices, exclusives and an e-reader that holds its own against Amazon's Kindle.

4 BRAND PRINCIPLES:

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PERVASIVELY INNOVATIVE

46 REXONA

The do-more deodorant

People want to smell good, so it's no surprise that this best-selling brand scores well on the "meets an important need in my life" measure. Like Dove, its sister brand, Rexona's relevance comes from a deeper mission: connecting people to making positive changes in their lives. With its "Do more" campaign and content, it drives both affinity and action.

4 BRAND PRINCIPLES:

CUSTOMER OBSESSED

RUTHLESSLY PRAGMATIC

DISTINCTIVELY INSPIRED

PERVASIVELY INNOVATIVE

47 GILLETTE

Manly marketing

From epic beards to shaving subscription clubs, Millennial men see their daily shave differently than previous generations, its fans still regard it as dependable and available. It truly understands men and how they care about the way they look, creating plenty of compelling content, including videos and razors, that help with all manner of man-scaping.

4 BRAND PRINCIPLES:

CUSTOMER OBSESSED

RUTHLESSLY PRAGMATIC

DISTINCTIVELY INSPIRED

PERVASIVELY INNOVATIVE

48 ALDI

Groceries for less

This retailer, the world's first discounter, gets high scores for "meets an important need in my life." While Aldi takes the rest of the world by storm, with its aggressive approach to low prices for family groceries, it's a powerhouse at home too. German shoppers love exclusive brand products and how Aldi saves them money.

4 BRAND PRINCIPLES:

CUSTOMER OBSESSED

RUTHLESSLY PRAGMATIC

DISTINCTIVELY INSPIRED

PERVASIVELY INNOVATIVE

49 GARNIER

New ways to pamper me

Long a favourite for its haircare lines, this L'Oréal-owned brand is making its way into women's hearts with an expanding line of innovative skin care products. It rates highly for "pushes the status quo" and "is always finding new ways to meet my needs." Cementing its bond with shoppers, Garnier has been using links to multiple e-tailers and integrating brand content from social platforms, increasing engagement.

4 BRAND PRINCIPLES:

CUSTOMER OBSESSED

RUTHLESSLY PRAGMATIC

DISTINCTIVELY INSPIRED

PERVASIVELY INNOVATIVE

50 MILKA

Join the cow-munity

Milka promises customers a sweet, peaceful escape, no matter where they are. With its trademark image of cows grazing in Alpine meadows, it paints a tranquil picture of accordion music, happy children on ponies, kind villagers, and most of all...the gentle feel of chocolate melting in your mouth. No wonder it scores so well on "makes me happy."

4 BRAND PRINCIPLES:

CUSTOMER OBSESSED

RUTHLESSLY PRAGMATIC

DISTINCTIVELY INSPIRED

PERVASIVELY INNOVATIVE

DOMINANT THEMES

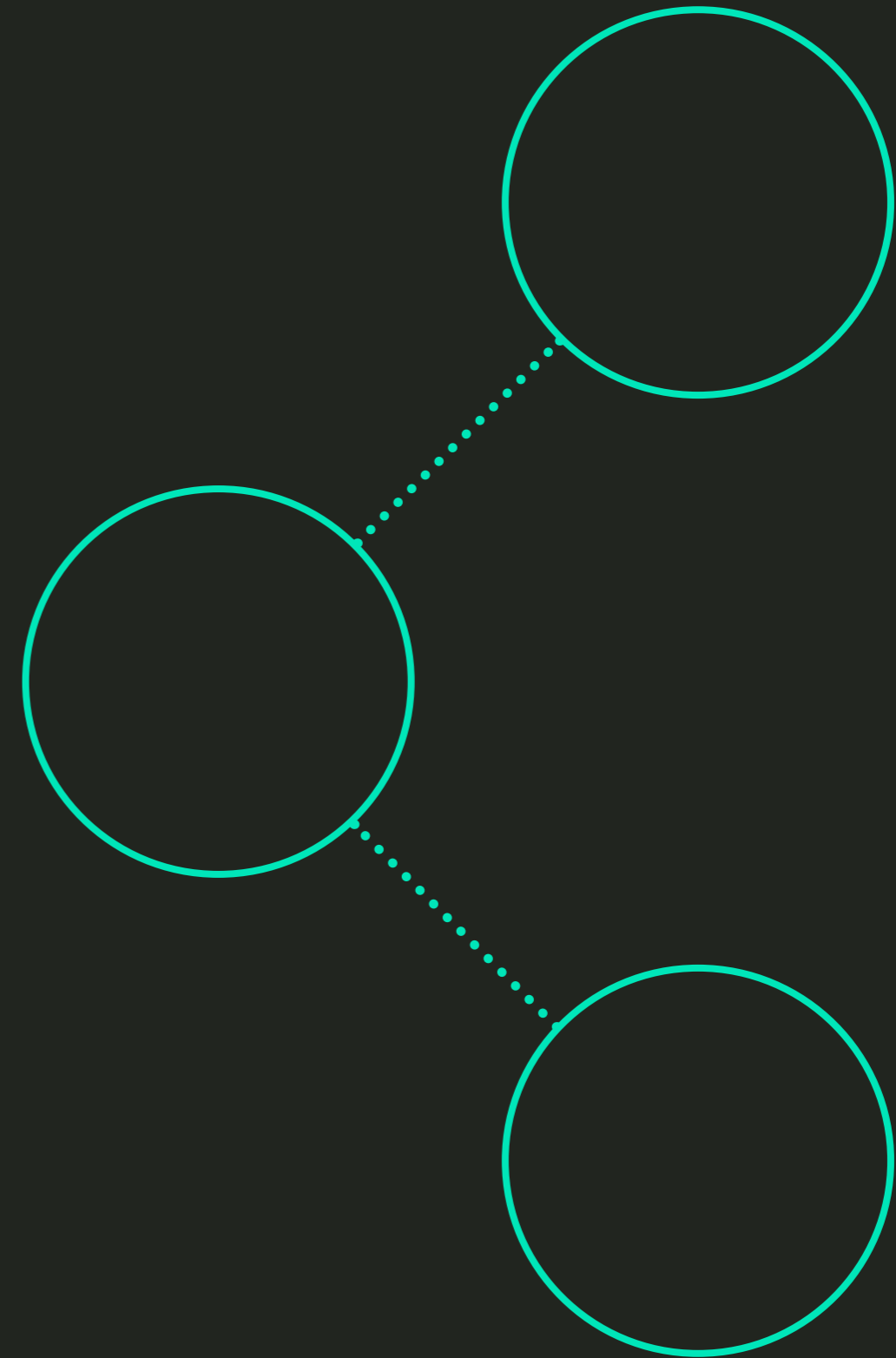


This year's Index has surfaced five dominant themes that we believe have an influence on brand relevance.

1. CONSTANT CONNECTIVITY

Everybody is “on the go” and smartphones represent a basic human need.

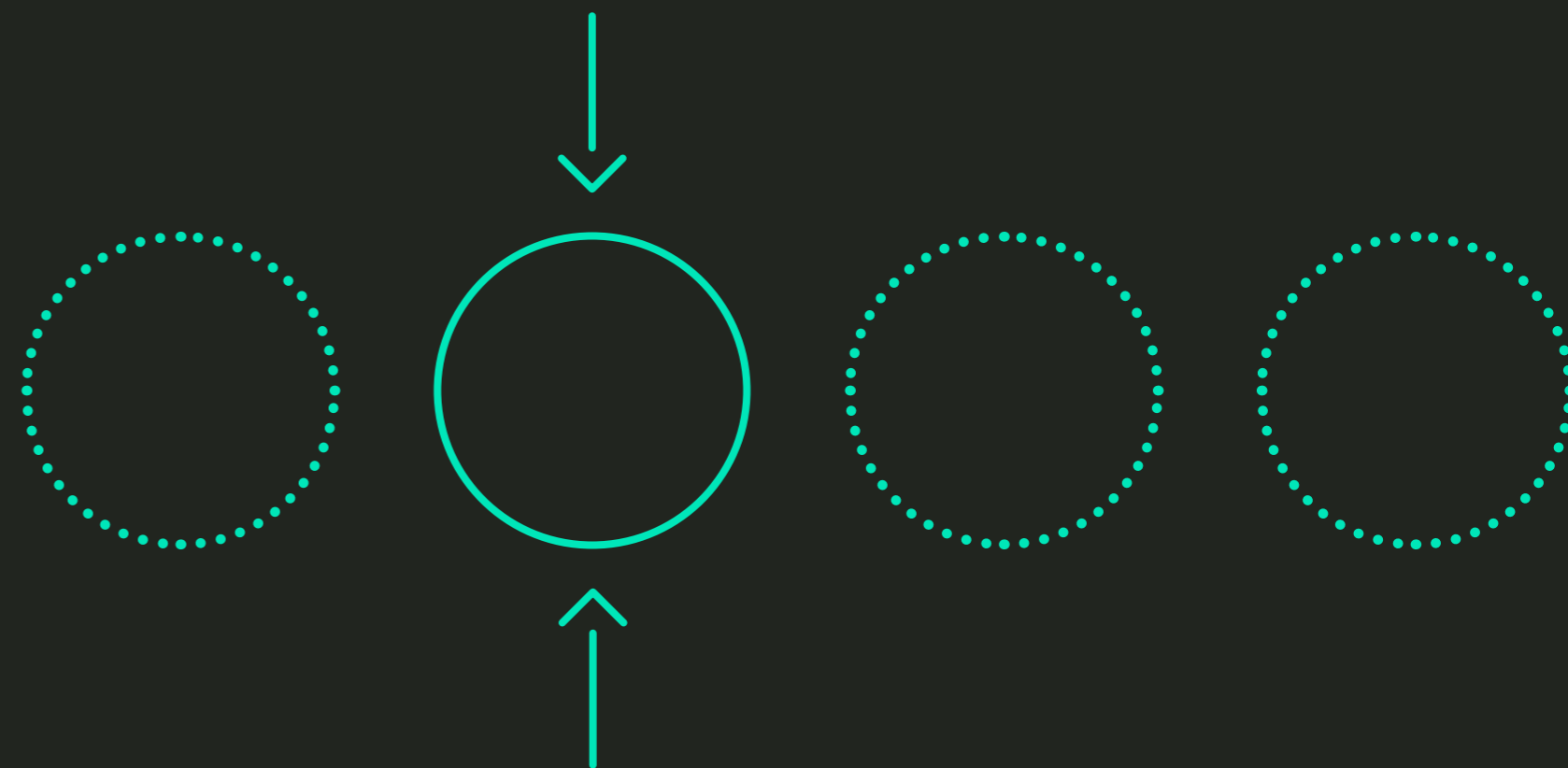
Smartphones have become the hub of our daily digital lives where being constantly connected is the new normal. From top rankers Apple (#1) and Android (#4) to supporting services that let us transact – Amazon (#2) – and transfer – PayPal (#9) – right where and when we need. Relentlessly relevant brands are acknowledging the need to integrate their efforts into mobile functions that can be accessed ‘on the go.’



2. THE NEW PERSONALISATION PARADIGM

Overwhelmed by information and bombarded across every channel, consumers want brands that can curate and recommend relevant content, deliver it to them in the right place, and at the right time, and offer opportunities to interact with like-minded people.

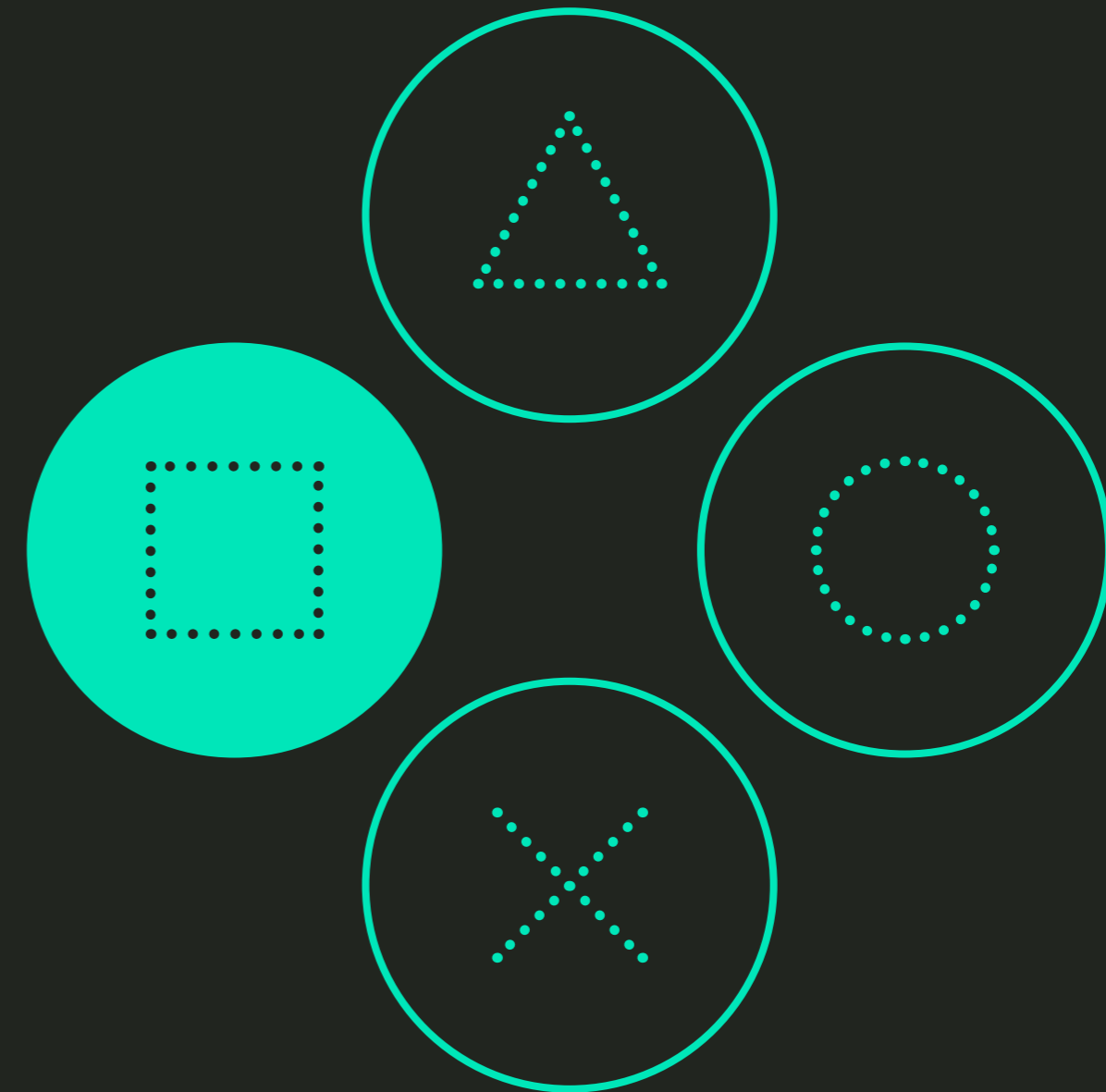
Spotify (#6) and Netflix (#15) are excelling in providing users with tailored content based on collected data and user profiles, whilst Amazon (#2) is renowned for its integrated “you may also like” suggestions for further shopping inspiration right at the optimum time when browsing. Brands like PlayStation (#7) offer an online community to connect like-minded gaming enthusiasts on a personal level, while Whatsapp (#10) has built its entire business on fostering personal relations between peers with its group function.



3. EASY ESCAPISM

With constant pressure and expectations on our shoulders, consumers are placing a premium on the moments when they can switch off and have some fun.

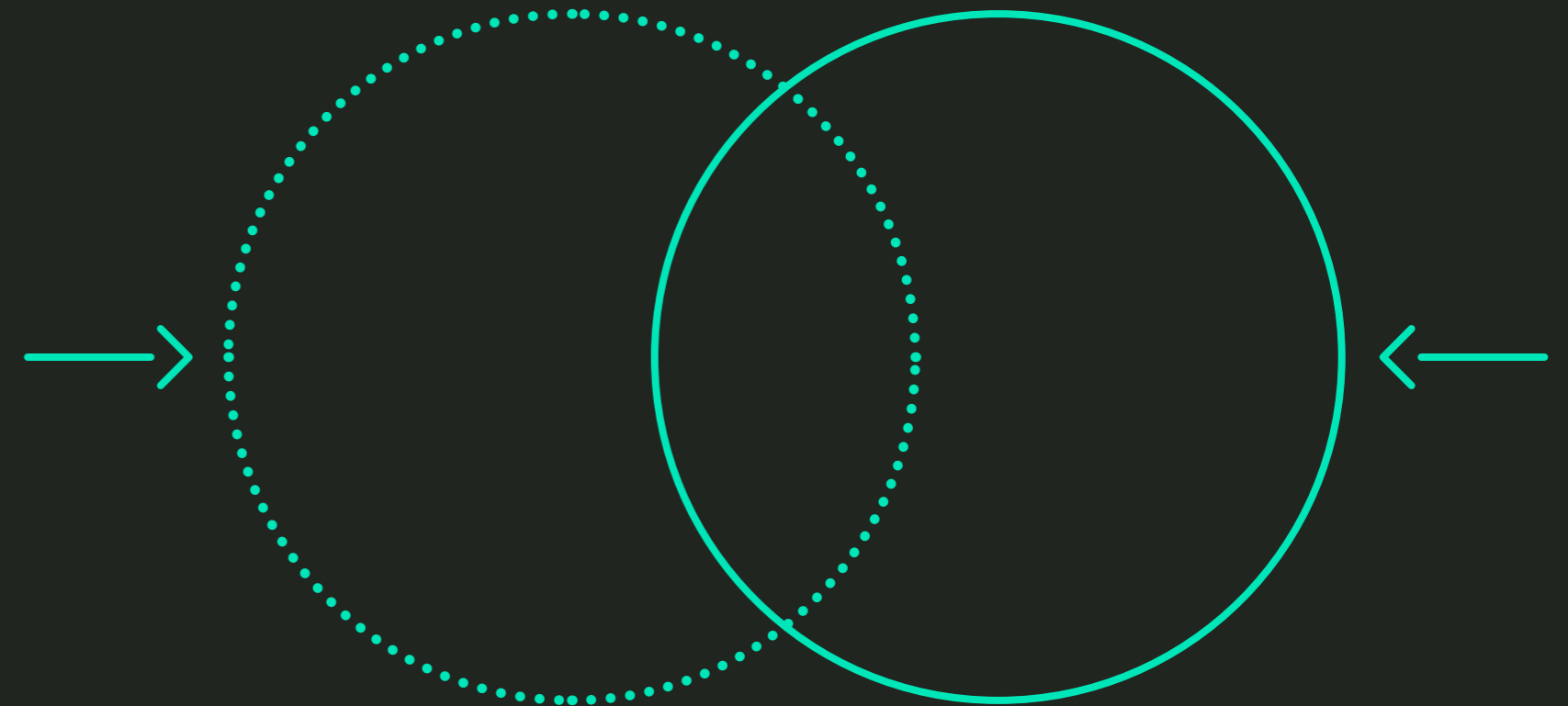
PlayStation (#7), Nintendo (#17) and Xbox (#44), gaming devices are becoming more and more relevant as a means to escape from the confines of the everyday. Less of a trend, more of a necessity, people want an outlet from the frictions and uncertainties of the here and now. But it's not just a trend for digital escapism, consumer's relish the physical and emotional connection brands like Ravensburger (#19), LEGO (#5) and Playmobil (#24) offer, value being placed on the participative experiences that let people and families share real-world moments together.



4. CLICKS AND BRICKS

Bridging the gap between online and offline will be a key differentiator for retailers in the coming years.

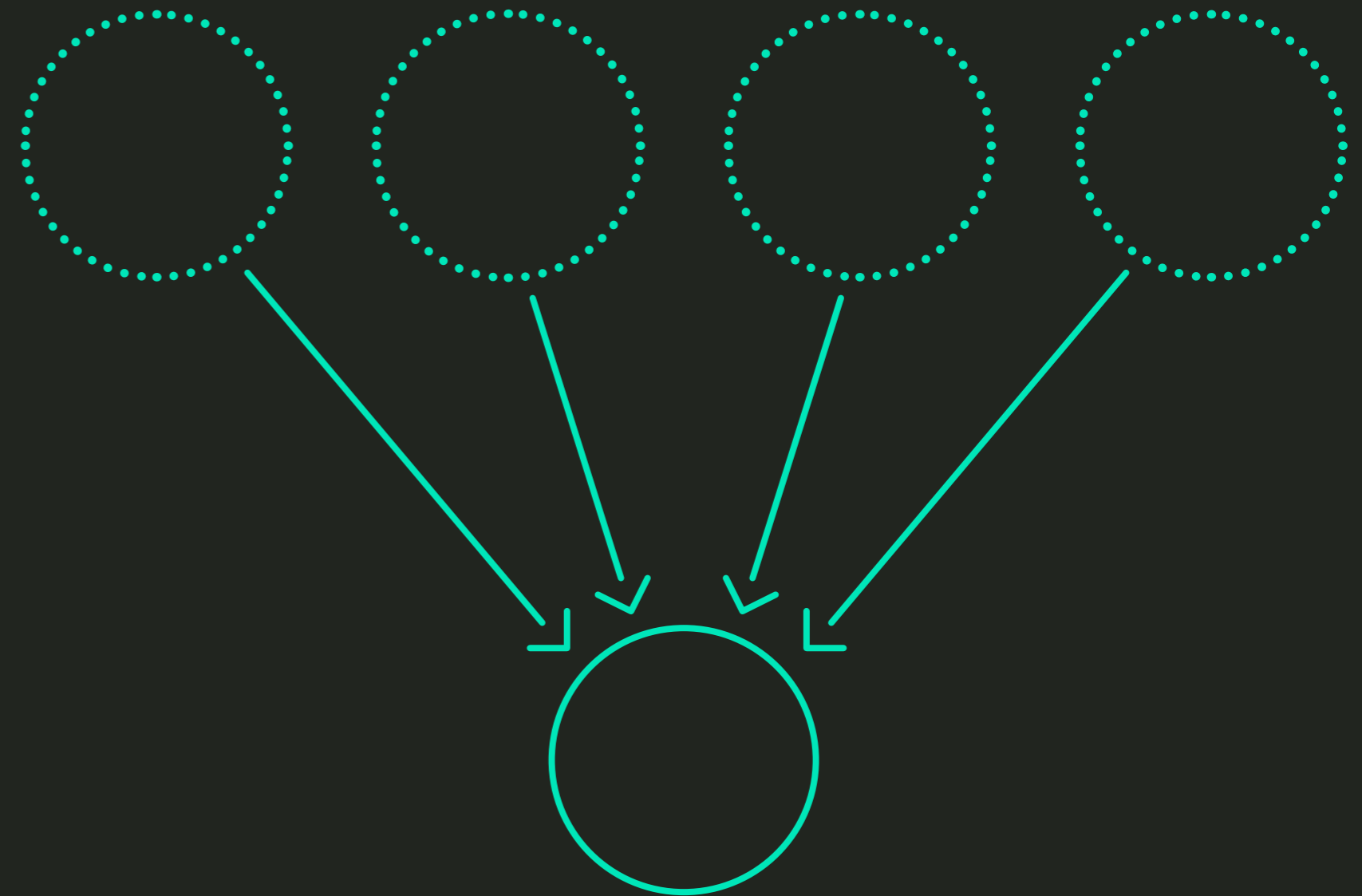
No longer separate worlds, when it comes to building a cohesive and relevant brand experience, it's those who are blending online and physical interactions who are successfully solidifying a reputation as an ecosystem for convenience, speed and value. Recent omni-channel efforts by Amazon (#2) - Amazon Prime, Echo and Dash - have made the shopping experience for users easier than ever whilst also helping to restore the balance between our digital and physical lives. It's working the other way around too, LEGO (#5) successfully ventured into the digital sphere with its introduction of LEGO Life, a social network for kids to share their creations.



5. HOME SWEET HOME

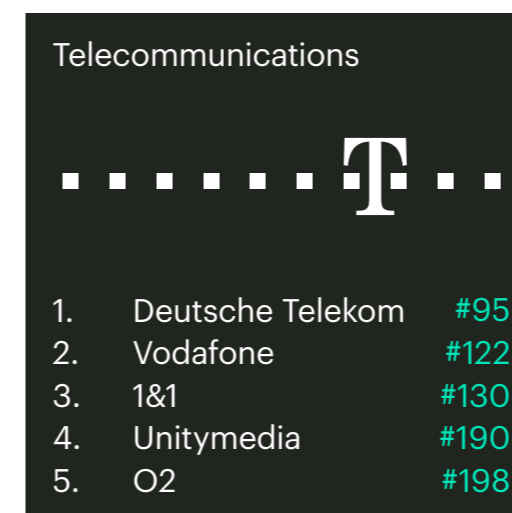
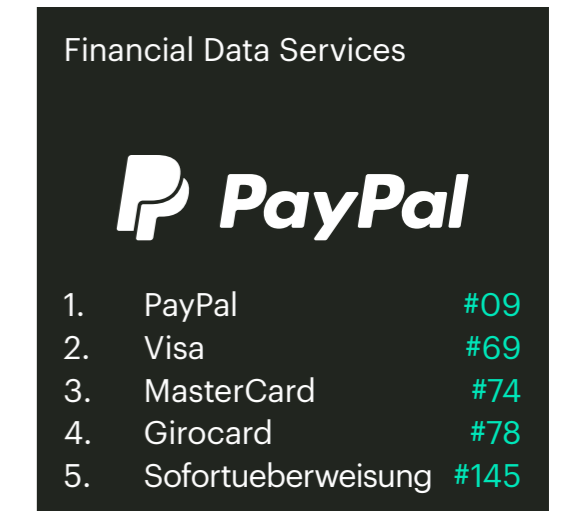
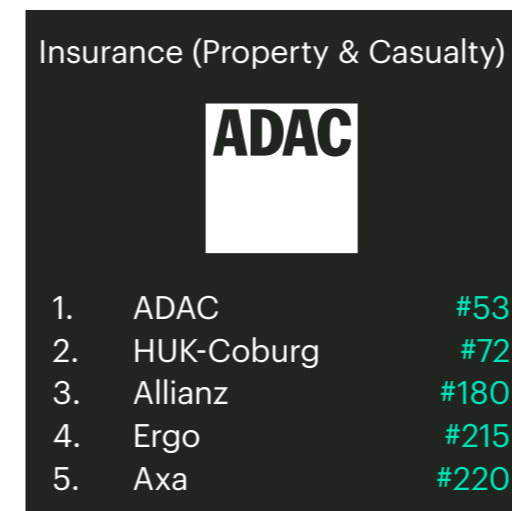
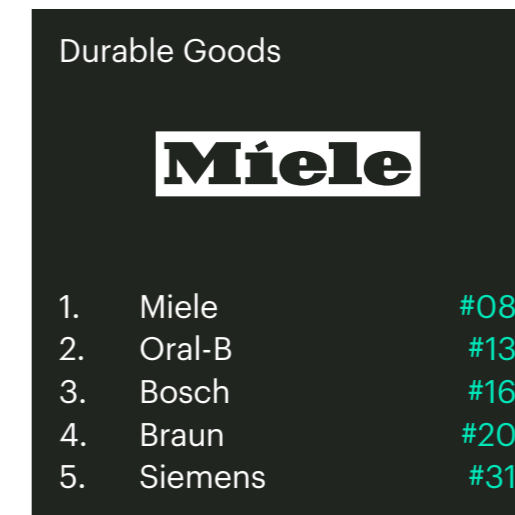
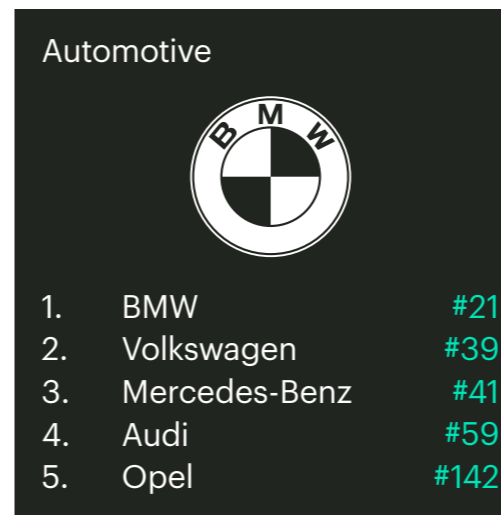
Rocked by uncertainty, consumers increasingly see their home as their fortress and look for brands that assist in their curation of a comforting cocoon.

Miele (#8), Bosch (#16), Braun (#20) and IKEA (#26), all pragmatic, trusted daily helpers in our home environment. Trust translates to comfort. When life is uncertain, our survival instincts are hard-wired to gravitate toward the 'tried and true' consistent brands who become our rock and make us feel safe. Relevant brands are waking up to the inherent power of 'brand comfort' and looking for ways to be the leading source of that comfort in the places we retreat to most in turbulent times...the home.



INDUSTRY LEADERS

Companies that rose to the top within each of their industries have a lot to teach us about how to be relentlessly relevant as consumer preferences change and expectations rise.



Beverages



1. Teekanne #80
2. Nescafe #90
3. Meßmer #127
4. Jacobs #139
5. Coca-Cola #144

Beer



1. Krombacher #172
2. Bitburger #176
3. Veltins #185
4. Oettinger #225

Apparel (Sports)



1. Nike #11
2. Adidas #14
3. Jack Wolfskin #28
4. Puma #58
5. ASICS #88

Electronics & Gaming



1. PlayStation #07
2. Nintendo #17
3. Sony #38
4. Philips #42
5. Xbox #44

Airlines & Ground Transportation



1. Lufthansa #40
2. Eurowings #187
3. Swiss #189
4. Deutsche Bahn #206
5. Airberlin #212

Consumer Food Products



1. Kinder #43
2. Milka #50
3. Lindt #62
4. Haribo #63
5. Ritter Sport #73

Grocery & Drug Stores



1. DM #30
2. Aldi #48
3. Douglas #51
4. Tchibo #66
5. Alnatura #67

Household & Personal



1. Nivea #18
2. L'Oreal #23
3. Dove #34
4. O.B. #37
5. Rexona #46

Apparel



1. The North Face #75
2. Bonprix #91
3. Converse #96
4. Esprit #101
5. H&M #119

Media



1. Netflix #15
2. Disney #25
3. Sky #161

Beauty



1. Maybelline #22
2. Weleda #29
3. Garnier #49
4. Schwarzkopf #64
5. Bebe #68

Fast Food Restaurants



1. Nordsee #149
2. McDonald's #170
3. Subway #173
4. Starbucks #177
5. Pizza Hut #202

Retail



1. Amazon #02
2. IKEA #26
3. eBay #27
4. Thalia #45
5. Zalando #54

Car Rental



1. Sixt #97
2. Europcar #134
3. Hertz #164
4. Avis #214

Social Media & Internet Services



1. Google #03
2. Spotify #06
3. WhatsApp #10
4. YouTube #32
5. Pinterest #65

Technology Endpoints & Software



1. Apple #01
2. Android #04
3. Samsung #12
4. Canon #33
5. Intel #35

Logistics



1. Deutsche Post DHL #170
2. UPS #194
3. GLS #240
4. DPD #241

Toys & Sporting Goods



1. LEGO #05
2. Ravensburger #19
3. Playmobil #24
4. MB Spiele #102
5. Hasbro #150

METHODOLOGY



Why did we do this?

Our clients have often asked for our perspective on the value of the existing brand rankings. And while there are several other brand lists and rankings out there today, none speak directly to consumers to find out which brands are the most indispensable to their lives – the ones consumers simply cannot imagine living without.

We created the BRI to help business and brand leaders measure the relevance of their brands, and provide them with ways to improve it.

COMMON QUESTIONS

How were the included companies selected?

Companies from all industries that contribute materially to German household spend were included in the study. Their contribution to household spend was sourced from the Statistisches Bundesamt DESTATIS 2016 Report. In some instances, smaller companies that have been driving change in these industries were also included given their significant traction with consumers.

How many brands were rated?

250 brands were rated in total. Brands not included were those in the tobacco and firearms categories and companies engaged solely or primarily in business-to-business (B2B) categories.

What does it mean for a brand to be relevant?

At Prophet, we believe that the strongest brands are relentlessly relevant, and they do four things well – first, they're customer obsessed. Everything they invest in, create, and bring to market is designed to meet important needs in peoples' lives. Second, they're pervasively innovative. They don't rest on their laurels, even as industry leaders – they push the status quo, engage with customers in new and creative ways, and find new ways to address unmet needs. Third, they're ruthlessly pragmatic.

They make sure their products are available where and when customers need them, deliver consistent experiences, and just make life that much easier for people. And, finally, they're distinctively inspired. They've made emotional connections, earned trust and often exist to fulfill a larger purpose.

Does the study build upon Dave Aaker's IP and points of view on relevance?

Yes, of all the characteristics of a brand, the one that is most necessary for its success is relevance. Dave Aaker's core point that brands have to create new subcategories and dominate them to the extent that no other alternatives are even considered is central to the idea of relevance. And it's central to our definition of a relevant brand.

LET'S TALK

Want to learn how Prophet can help you unlock growth by building a relentlessly relevant brand?

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Johanna Pochhammer













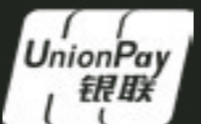



















Marketing Manager, Prophet

j_pochhammer@prophet.com

SEE HOW BRANDS IN THE UK STACKED UP

01 	02 Google	03 android	04 	05  Spotify	06 NETFLIX	07 dyson	08 LUSH <small>FRESH HANDMADE COSMETICS</small>	09  PlayStation	10 amazon.co.uk
11  XBOX	12  WhatsApp	13  Nintendo	14  NHS	15  Disney	16 SONY	17 SAMSUNG	18 PIXAR	19 	20  PUREGYM
21 John Lewis	22  Microsoft	23  YouTube	24  PayPal	25  adidas	26  BOSCH <small>Invented for life</small>	27  CLINIQUE	28  NIKE	29 L'ORÉAL	30  intel
31 N°7	32 ebay	33  THE BODY SHOP	34 JUST EAT	35  BOSE	36  Fisher-Price	37  IKEA	38 Instagram	39 sky	40 BBC
41  comparethemarket.com	42 <small>MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAKEUP.</small> MAYBELLINE NEW YORK	43  CONVERSE	44 VISA	45  Cadbury	46 Panasonic	47 Money Super Market <small>com</small>	48 	49 virgin atlantic <small>Virgin</small>	50 

SEE HOW BRANDS IN CHINA STACKED UP

01  支付宝 ALIPAY	02 	03 android	04  IKEA	05 	06  NIKE	07 ESTÉE LAUDER	08 	09  Marriott	10 
11  W HOTELS	12  HUAWEI	13  intel	14 mobike	15  FOUR SEASONS	16  UnionPay 银联	17 	18 天猫 Tmall.com	19  Microsoft	20  adidas
21 	22  PHILIPS	23 	24 vivo	25  SHANGRI-LA HOTELS and RESORTS	26 	27 	28 	29  BLIZZARD ENTERTAINMENT	30 
31 Vanguard* 华润万家	32  NetEase Games	33 Haier	34 GRAND HYATT	35 淘宝网 Taobao.com	36 VISA	37 LANCÔME PARIS	38 Baidu 百度	39 oppo	40 美团 meituan.com
41  大众点评 dianping.com	42 Disney	43  Mercedes-Benz	44  Tencent Games	45  airbnb 爱彼迎	46  XBOX	47 PARK HYATT®	48 SONY	49 H&M	50  招商银行 CHINA MERCHANTS BANK

SEE HOW BRANDS IN THE U.S. STACKED UP

01 	02 Google	03 amazon	04 NETFLIX	05 	06 android	07  Spotify	08 PIXAR	09 Disney	10 SAMSUNG
11 	12 pandora	13 YouTube	14 	15 KEURIG	16 KitchenAid	17 	18  PayPal	19  fitbit	20 SONY
21 	22  Microsoft	23 	24 Fisher-Price	25  TOYOTA	26 	27 Crest	28 Dove	29 Tide	30 
31 	32 COSTCO WHOLESALE	33  HONDA	34 	35  waze	36 BAND-AID	37 	38 Southwest	39 HERSHEY'S	40  XBOX
41 Johnson & Johnson	42 MARVEL	43 	44 BLIZZARD ENTERTAINMENT	45 Etsy	46 adidas	47  UNDER ARMOUR	48 HBO HOME BOX OFFICE	49 Nintendo	50 

Prophet is a consultancy that helps clients find better ways to grow by focusing on three important areas: creating relevant brand and customer experiences, driving accelerated growth strategies and leveraging digital as a transformative force in their business.

[Brand & Experience >](#)

[Digital Transformation >](#)

[Growth Acceleration >](#)

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